

1. Record Nr.	UNISA996204790403316
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Titolo	The mystery of market movements : an archetypal approach to investment forecasting and modeling // Niklas Hageback
Pubbl/distr/stampa	Singapore : , : Bloomberg Press, , 2014 ©2014
ISBN	1-118-90454-0 1-118-84500-5 1-118-84499-8
Edizione	[1st edition]
Descrizione fisica	1 online resource (194 p.)
Collana	Bloomberg Financial Series
Disciplina	332.6
Soggetti	Investment analysis Investment analysis - Psychological aspects Investments Investments - Psychological aspects Speculation - Psychological aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	The Mystery of Market Movements: An Archetypal Approach to Investment Forecasting and Modeling; Contents; Acknowledgments; Introduction; Chapter 1: Psychology: A Primer; Some Key Psychological Concepts; The Mind; Consciousness; Instincts, Drives, and Reflexes; The Soul; Free Will; The Unconscious; Early Thinking; Freud's Picture of the Mind; Defense Mechanisms; Freudian Slippage; Current Thinking; Conclusion; Notes; References; Chapter 2: Archetypes and Symbols; Carl Gustav Jung; Jung's Theoretical Framework; The Conscious versus the Unconscious; Archetypes: A Background The Structure of Archetypes Types of Archetypes; Scientific View of Archetypes; Why Do Archetypes Activate?; Compensating for a Single-Sided Conscious Attitude; Compensating for Capacity Issues in the Conscious Part of the Mind; Providing Assistance to a Conscious Not Sufficiently Equipped to Resolve an Emerging and Particular Situation; Release of Psychic Energy; Transcending Function; Seemingly

Spontaneous Activation; Symbols: The Tangible Manifestations of Archetypes; Symbols as Expressions; Symbols as Archetypal Proxies; Conclusion; Notes; References

Chapter 3: How Archetypes Influence and Impact

Behaviour Characteristics of the Activation of an Archetype; Projections and Other Defense Mechanisms; The Role of Scapegoats; Shadow Projections; Zeitgeist; Mass Hysteria and Panics; Conclusion; Notes; References; Chapter 4: Archetypal Influences in the Financial Markets; Financial Bubbles; Anatomy of a Financial Bubble; Underlying Causes of a Financial Bubble; Animal Spirits; An Archetypal Perspective on the Development of Financial Bubbles; Conclusion; Notes; References

Chapter 5: Existing Approaches to Capture Sentiments in Financial Markets, and Why They Do Not Work Behavioural Finance; Technical Analysis; Efficient Market Hypothesis; Black Swans; Social Mood; Emotion Words; Conclusion; Notes; References; Chapter 6: Developing a Conceptual Measurement Methodology Based on Archetypal Forces, Part I: Building Blocks; Linking Symbols to Archetypes; Capturing Symbols; Active Imagination; Dreams; Intuition; Freudian Slips; Metaphors; Myths, Legends, and Sagas; Taboos; Conclusion; Notes; References

Chapter 7: Developing a Conceptual Measurement Methodology Based on Archetypal Forces, Part II: The Data Sources; Capture and Cleansing; Capturing of Symbol Words; Cleansing of Symbol Words; Relativisation of Symbol Words; Two Article Examples; Conclusion; Notes; References; Chapter 8: Developing a Conceptual Measurement Methodology Based on Archetypal Forces, Part III: The Model; Signal Theory; Correlation Testing; Testing the Time Series against Known Cycles; Constructing Archetypal Composite Indexes; Backtesting and Calibration; Conclusion; Notes; References

Chapter 9: Examples of Archetypal Influences on the Formation of Financial Bubbles

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## Sommario/riassunto

A quantifiable framework for unlocking the unconscious forces that shape markets. There has long been a notion that subliminal forces play a great part in causing the seemingly irrational financial bubbles, which conventional economic theory, again and again, fails to explain. However, these forces, sometimes labeled 'animal spirits' or 'irrational exuberance', have remained elusive - until now. The Mystery of Market Movements provides you with a methodology to timely predict and profit from changes in human investment behaviour based on the workings of the collective unco

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